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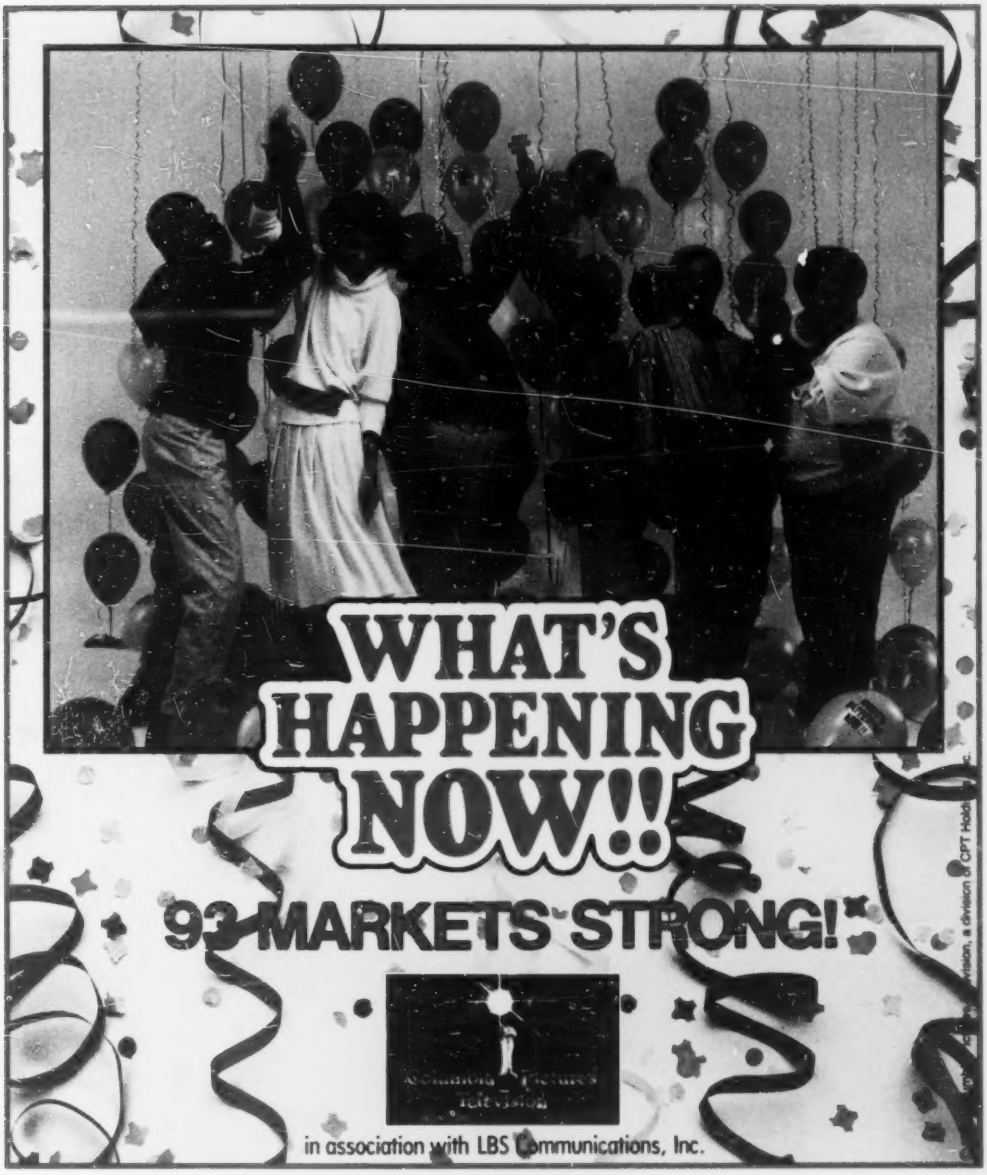
The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Nov 4



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55th Year 1985

Small craft warnings on Sixth Avenue

Vol. 109 No. 19

Broadcasting Nov 4

Attention focused on state of CBS
Children's television commands center stage
Coverage from SMPTE

NETWORK TURMOIL □ Soft economy, layoffs and Hewitt's suggestion to buy news division among factors clouding CBS picture. **PAGE 27.**

UNDER FIRE □ Children's television gets full airing on Capitol Hill and in field hearings. **PAGE 30.**

ENGINEERING SHOW □ Hundreds of papers and exhibitors highlight SMPTE convention. **PAGE 33.**

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SET FOR LAUNCH □ Jeffrey Reiss announces that his PPV service, Request Television, will begin operation on Nov. 28. **PAGE 38.**

BASEBALL WINNER □ World Series lifts ABC to its first prime time season victory. **PAGE 42.**

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NEW SHOW □ National Public Radio launches *Weekend Edition*. **PAGE 45.**

FOWLER PROLOGUE □ FCC chairman tells Broadcast Financial Management audience that he has accomplished most of what he set out to do. **PAGE 48.**

BARTER STUDY □ INTV and SRA out to examine barter's effect on the marketplace. **PAGE 48.**

FULL SPEED AHEAD □ Networks continue to move toward implementing satellite news feeds for affiliates. **PAGE 60.**

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WARC RETROSPECTIVE □ Some of the parties involved in the international space planning conference review what was and was not accomplished in Geneva. **PAGE 70.**

SENDING IT BACK □ Appeals court sends license renewal case back to the FCC. **PAGE 72.**

POLE APPEAL □ FCC, NCTA and two cable companies ask appeals court to review pole attachment-fee decision. **PAGE 72.**

HALF-INCH REQUEST □ ABC's Barnathan asks Sony and Matsushita to negotiate on single standard for half-inch newsgathering equipment. **PAGE 75.**

RENAISSANCE MAN □ Communications attorney Bernard Koteen is known for his eclectic tastes and the high energy level he brings to both his vocation and his avocations. **PAGE 95.**

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prises, including Columbia Pictures, Lorimar, MGM/UA, New World Pictures, Paramount, 20th Century Fox, Universal, Walt Disney and Warner Bros. Those deals are not, Reiss emphasized, license agreements. Licensing is to be negotiated directly between the film companies and each cable system, which is how PPV has worked so far. Reiss said that by keeping that relationship status quo in the age of satellite PPV, studios and cable systems could continue to draw the revenue splits they've been accustomed to, which have been tied to the performance of individual films (but usually have fallen in the 50%-range for each party).

The nine studios will share transponder time on a rotating basis with each company receiving half a week to exhibit films every five weeks. At that rate it is estimated that subscribers will have access to between 120 and 150 films annually via Request. In the first few months of operation, such films as "Bedknobs and Broomsticks" (Disney), "Brewster's Millions" (Universal), "Godzilla 1985" (New World), "Police Academy 2" (Warner), "View to Kill" (MGM/UA), "White Christmas" (Paramount), "Beverly Hills Cop" (Paramount) and "St. Elmo's Fire" (Columbia) will be exhibited via Request.

Among the initial cable affiliates are Cablevision Service Co. (Exeter, N.H.), Centel Cable (Lima, Ohio, and Richmond, Ky.), Daniels (Baton Rouge), Gill Cable (San Jose, Calif.), Heritage Communications (Bartlett, Collierville, Lakeland and Germantown, all Tennessee); and Telescripps Cable (Chamblee, Ga.). Currently, said Reiss, systems with a combined subscriber

World Series gives ABC week's ratings edge

ABC captured its first prime time victory of the 1985-86 season, propelled by the final five games of a World Series in which the Kansas City Royals overcame a 3-1 lead by the St. Louis Cardinals in the seven-game series. The seventh game, an 11-0 blowout by Kansas City, was the highest-rated program of the week, knocking ***The Cosby Show*** out of the top spot for the first time this season.

For the week of Oct. 21-27, ABC had a 22.2 average rating and a 34 average share based on Nielsen's National Television Index. NBC had a 16.3/25 and CBS a 16.1/25. ABC's victory came by the widest margain scored by any network this season. It was also the season's highest-rated weekly win. All five of the week's World Series games ranked in the top 10. CBS had three top-10 shows, while NBC had two.

World Series broadcasts dominated every half-hour of their broadcasts, with the exception of 8-9 p.m. on Thursday, during which ***Cosby*** (29/43), and ***Family Ties*** (26.7/39) prevailed for NBC. CBS and NBC ran their regular schedules opposite the five nights of baseball on ABC.

The seven-game average for the series was 25.3/39, making it the most highly rated series since 1982. Along with its five nightly wins, ABC took Monday (a night off for the series) as its Monday Night Football, at 9-12:27, reported its highest ratings this season. The Chicago Bears victory over the Green Bay Packers also tied for 11th place among the week's 66 programs.

In season-to-date ratings, NBC now has an 18.1/28, CBS a 16.9/26, and ABC a 16.4/26. According to NBC, this season's ratings represent an average 8% improvement over last season for ABC, a 5% improvement for NBC and a 1% improvement for CBS. NBC also said that its ratings are not up dramatically because it carried the World Series last year.

HUT (homes using television) and combined network ratings and shares were both up. The World Series was played a week earlier last year. Compared to the same week last year, when HUT's were 62.2, they rose 4% to 64.7. Rating were up 14%, to 54.6, compared to 47.7 last year, and shares were up 10%, to 84.3, compared to 76.6 last year.

■ On Monday, a night off for World Series play, ABC dominated 9-11 p.m., winning every half-hour with ***Monday Night Football***. CBS took 8-8:30 with the first half of ***Scarecrow and Mrs. King*** (19.1/29), but ABC took 8:30-9 with the second half of a ***MacGyver*** special (14.3/22). At 9-11 the NBC Monday Night Movie, ***Love on the Run***, scored a 15.4/23. CBS placed second for the night.

■ Game three of the World Series on Tuesday scored a 25.4/38 to rank fourth for the week and give ABC the night. Its pre-game lead-in got a 15.8/26. The 8-9 slot went to CBS with ***Daffy Duck Special*** (13.4/20), the first in a series of replacements for the canceled ***Hometown***. The NBC regular schedule of ***A-Team*** (19.8/30), ***Riptide*** (16.9/24) and ***Remington Steele*** (15.2/23) ranked second for the night.

■ Game four of the World Series (24.7/38) was the sixth-ranked program of the week. NBC's regular schedule of ***Highway to Heaven*** (18.9/29), ***Helltown*** (16.3/24) and ***St. Elsewhere*** (16.3/26) brought that network second place. CBS's Wednesday night schedule ranked third for the night.

■ In addition to winning 8-9 p.m. opposite the fifth-ranked fifth game of the World Series (24.9/38), NBC was a strong second during Thursday's second prime-time hour with its comedy block of 13th-ranked ***Cheers*** (20.8/30) and 22d-ranked ***Night Court*** (18.3/26). ***Knots Landing*** on CBS was second at 10-11. ABC won the night, and NBC came in second.

■ CBS took Friday night with a strong performance from its regular schedule, including the eighth-ranked ***Dallas*** (22.7/37). CBS's ***Twilight Zone*** (14.5/25) captured both half-hours of the 8-9 time period. At 10-11, 15th-ranked ***Miami Vice*** (19.8/34) beat its closest competitor, CBS's ***Falcon Crest*** (17.9/30). NBC placed second for the night.

■ Saturday's sixth game of the World Series was the lowest rated of the week's games at 24.2/41, but still managed to come in seventh for the week and give ABC the evening. NBC's schedule, featuring the 21st-ranked ***Golden Girls*** (18.6/31), ranked second for the night.

■ Despite ABC's domination of Sunday, with the seventh and final game of the World Series, CBS's ***60 Minutes*** (22.3/33) and ***Murder, She Wrote*** (21.1/29) ranked ninth and 10th, respectively. CBS ranked second on the whole for the night, and NBC was third.

Rank	Show	Network	Rating/Share
1.	Baseball, World Series #7	ABC	32.6/47
2.	The Cosby Show	NBC	29.0/43
3.	Family Ties	NBC	26.7/39
4.	Baseball, World Series #3	ABC	25.4/38
5.	Baseball, World Series #5	ABC	24.9/38
6.	Baseball, World Series #4	ABC	24.8/38
7.	Baseball, World Series #6	ABC	24.2/41
8.	Dallas	CBS	22.7/37
9.	60 Minutes	CBS	22.3/33
10.	Murder, She Wrote	CBS	21.1/29
11.	Football, Green Bay-Chicago	ABC	21.0/36
12.	Kate & Allie	CBS	21.0/31
13.	Cheers	NBC	20.9/30
14.	Newhart	CBS	20.2/29
15.	Miami Vice	NBC	19.8/34
16.	A Team	NBC	19.8/30
17.	Scarecrow & Mrs. King	CBS	19.1/29
18.	Knots Landing	CBS	18.9/29
19.	Highway to Heaven	NBC	18.9/29
20.	World Series Pregame #7	ABC	18.9/28
21.	Golden Girls	NBC	18.6/31
22.	Night Court	NBC	18.3/26
23.	Simon & Simon	CBS	18.1/26
24.	Falcon Crest	CBS	17.9/30
25.	Crime of Innocence	NBC	17.2/26
26.	Crazy Like A Fox	CBS	17.2/25
27.	Hill Street Blues	NBC	17.0/26
28.	Riptide	NBC	16.9/24
29.	Cagney & Lacey	CBS	16.8/27
30.	Picking Up Pieces	CBS	16.8/25
31.	227	NBC	16.5/27
32.	Facts of Life	NBC	16.4/28
33.	St. Elsewhere	NBC	16.3/26
34.	Hell Town	NBC	16.3/24
35.	World Series Pregame #4	ABC	16.0/27
36.	World Series Pregame #3	ABC	15.8/26
37.	Love on the Run	NBC	15.4/23
38.	Remington Steele	NBC	15.2/23
39.	Gimme a Break	NBC	14.9/27
40.	Twilight Zone	CBS	14.5/25
41.	Amazing Stories	NBC	14.4/20
42.	Alfred Hitchcock Presents	NBC	14.4/20
43.	McGyver	ABC	14.3/22
44.	Magnum, P.I.	CBS	14.2/21
45.	World Series Pregame #6	ABC	13.6/27
46.	World Series Pregame #5	ABC	13.5/22
47.	Ripley's Believe It Or Not	ABC	13.5/21
48.	Daffy Duck Special	CBS	13.4/20
49.	Hunter	NBC	13.2/22
50.	Trapper John, M.D.	CBS	13.2/21
51.	Equalizer	CBS	12.9/21
52.	Mr. Belvedere	ABC	12.8/22
53.	Webster	ABC	12.7/22
54.	Misfits of Science	NBC	12.6/20
55.	Children of the Night	CBS	12.4/21
56.	Knight Rider	NBC	12.0/21
57.	Diff'rent Strokes	ABC	11.5/19
58.	Charlie & Company	CBS	11.5/17
59.	Silver Spoons	NBC	11.4/17
60.	Benson	ABC	11.2/18
61.	George Burns Comedy Week	CBS	11.1/17
62.	Airwolf	CBS	11.0/19
63.	American Almanac	NBC	10.8/16
64.	Stir Crazy	CBS	10.6/18
65.	Spenser: For Hire	ABC	9.0/15
66.	Punky Brewster	NBC	8.9/14

*indicates premiere episode

universe of about three million addressable homes offer PPV programing either on a regular or occasional basis. According to an estimate by Paul Kagan & Associates, he said, the universe of addressable cable homes will grow from nine million this year to more than 24 million in 1990 and more than 40 million by 1995. PPV revenues have been projected to grow during the same period from $35 million to close to $1.9 billion. Reiss believes Request's affiliate universe will grow from the current 110,000 to perhaps a million or more within the next year. If things go according to plan, he said, Request may make a profit in its first year of operation.

Reiss said last week that he is the principal owner of Request, but there are a number of minority partners who have invested in the venture, including his father-in-law, television and movie executive, Norman Lear. Other minority partners in Request include Bill Daniels of Daniels & Associates; Paul Kagan; Jerry Maglio, executive vice president, Daniels; Washington attorney Jay Ricks; Robert Rosencrans, president of cable system operator Columbia International Inc.; Daniels Vice Chairman John Saeman, and former National Cable Television Association President Tom Wheeler, now a media consultant. In addition to his investment in Request, Wheeler has played a major consulting role in getting the service up and running.

Reiss was the founding president of Showtime and later the Cable Health Network which was subsequently merged into Lifetime. At a press conference in New York last week, he said that Request would be marketed to backyard dish owners and that cable affiliates would be given the opportunity to market the PPV service to dish owners in their franchise areas. He said Request will also offer marketing support to affiliates in the form of such materials as 30- and 60-second promotional spots (to be delivered by satellite), bill stuffers, ad slicks and guide listings. Retail pricing will be up to the operators to decide, he said, but estimated that the average film will cost the subscriber between $3 and $5. □

New kids in the animation blocks

Syndicated cartoons take chunk of advertising revenues that networks monopolized

Syndicated animation has been taking a bite out of children's programing advertising revenue that the three television networks have traditionally had largely to themselves. The increase in the number of shows like *Thundercats* and *He-Man* is contributing to flat or marginally increased prices for advertising in the networks' Saturday morning schedules, even though many of the new programs are appearing on independents during weekday early fringe times. (Part of the networks' problems in the fourth-quarter scatter market [BROADCASTING, Oct. 14] can be attributed to animated syndicated shows filling their availabilities early with business that otherwise might have gone to the accustomed blocks of network children's shows.)

There are 19 syndicated animation shows on the market (see box, below) and more competition is on the way. Telepictures has announced that its *Comic Strip*, a two-and-a-half-hour animation block, will debut in 1987 (BROADCASTING, Oct. 7). And LBS Communications said it will premiere a 90-minute animated block for weekends next April. The project, *Kideo TV*, will be produced by DIC Enterprises in association with Mattel. Worldvision already sells the 90-minute *Funtastic World of Hanna-Barbera* for Sunday mornings. In addition to traditional weekend fare, a number of syndicators are said to have afternoon strips in the works, despite projections that the syndicated marketplace will thin out.

The true effect of all this new competition on the networks' Saturday-morning schedules is not yet fully understood.

At ABC, Squire Rushnell, vice president for long-range planning and children's entertainment, sees creative pressures.

"From a creative point of view," he said, producers of syndicated children's shows have created an overload of orders of shows from animation houses. "The same studios are taxed to the hilt [in their capacity to produce programing]," said Rushnell. (A half-hour of animated programing currently costs anywhere from $225,000 to $300,000 to produce.) Judy Price, vice president for children's programing at CBS, said the increase in demand on animation houses might help to upgrade the quality of that product.

But Price sought to differentiate the animation found on the networks and in the syndication market, saying network standards were higher. "I'm concerned that we're lumped with the syndicated shows. They tend to operate without the same sense of purpose," she said, adding that the syndicated shows contain "more violence and more product orientation."

ABC's Rushnell also mentioned that aspect of syndicated animation at a Center for Communication seminar on children's programing. Syndication "paints the [children's programing] industry in a bad light," often resulting in the networks being blamed for its mistakes, he said. "The rough part of that is that the networks are really the place where you're going to find the most quality."

In a way, the standards upheld by networks for children's animated programing and the advertising appearing in it have helped the syndication market to develop, authorities concede. Advertising executives said that it was not uncommon for advertisers to skirt network standards departments by going to syndication first. Kaki Holt, director of advertiser sales at Worldvision, said there is "no question that network standards are supporting syndication."

In addition to quality, another concern of Rushnell's is network viewership. If audience levels erode, advertisers may shift more spending to syndication programs. (That supposition is borne out in conversations with advertising agency executives who say they are recommending buys in both syndicated and network programing.)

But syndication is not necessarily the primary explanation for the slide in network ratings, according to NBC research. Gerry Jaffe, vice president for research at NBC, said Saturday rating declines are only a part of the overall network rating decline. "It's the same syndrome that has affected all dayparts," he said. For the 1969-70 season, the combined three-network Saturday-morning

First-run advertiser-supported syndicated children's shows

Show	Dist/Prod	Markets/% of U.S. homes	Episodes/runs	Barter terms: local/national
Thundercats	Telepictures/Rankin-Bass	110/85%	65x12	3.5/2.5 and 4/2 in 4th quarter
G.I. Joe	Tribune/Claster	104/87%	65x8-12	4/2
Fat Albert	Group W Prods/Filmation	61/68%	65 x unlimited	5/1 (cash +, until fall '86, then cash)
She-Ra, Princess of Power	Group W Prods/Filmation	120/84%	65x8	4/2
He-Man and the Masters of the Universe	Group W Prods/Filmation	111/81%	65 x unlimited runs over fours	5/1 (cash plus)
M.A.S.K.	LBS Commun/DIC Audiovisuel	80/80%	65x4	5/1 (cash plus)
Inspector Gadget	LBS Commun/DIC Audiovisuel	100/80%	86x3	4/2
Heathcliff	LBS Commun/DIC Audiovisuel	75/75%	65x4	5/1 (cash plus)
Superfriends	LBS Commun/Hanna-Barbera	100/76%	110	Time banking
The Funtastic World of Hanna-Barbera	Worldvision/Hanna-Barbera	91/76%	17x3	12/6
Jetsons	Worldvision/Hanna-Barbera	87/78%	65x4	4/2
Jayce and the Wheeled Warriors	SFM/DIC Audiovisuel	87/80%	65x8	4/2
Tranzor Z	TEN/3B	58/NA	65 x various	4/2
Gobots	Television Pgm Ent/Hanna-Barbera	106/80%	65x8	4/2
The Transformers	Claster/Claster	139/91%	65x8	5/1 (cash plus)
Voltron	World Events/World Events	75/76%	125xunlimited	5/1 (cash plus)
Terrahawks	Syndicast/PTE-Anderson Burr	70/60%	39x1	3.5/2.5
Robotech	Harmony Gold/Harmony Gold	93/82%	85xnegotiable	4/2 (cash or barter)
Kids Incorporated	MGM-UA/Lynch Biller-Hal Roach	123/85%	26x2	3.5/2.5

ABC's Ewoks

CBS's Muppets

NBC's Smurfs

ratings/shares were 18.7/89; for the 1984-85 season, combined ratings/shares were 14.5/57. NBC research also shows that the bulk of that decline has occurred since the 1978-79 season. Combined network ratings fell from 17.6 in that year to 16.6 in the 1979-80 season. For the five weeks of the season so far, NBC has a rating of 5.9, CBS 4.5 and ABC 4.0.

This year, syndication programing will gather an estimated $62.5 million to $65 million of the $250 million to $260 million total children's advertising billings, according to network executives.

The inroad in advertising revenue is reflected in the amount of programing syndicators now produce. According to an SSC&B report, while children's programing on the networks has expanded only slightly in the last 10 years (from 23 to 26 hours), "only 60% of children's programing is sold by the networks versus 100% before." The report goes on to say: "Because syndicated programs are able to carry more commercials, the tremendous expansion in the supply of commercial time has resulted in annual network CPM increases of less than 3% over the last two years."

But those restraints on cost-per-thousand "are not bad," according to Jerry Dominus, vice president of sales for the CBS Television Network. He said CBS has not been hurt significantly from what he said was nearly a doubling in advertising inventory.

Advertising agency executives said they have seen similar checks on rate increases at ABC and even NBC, which has been winning the Saturday morning audience since 1982. Saturday morning, like other network dayparts, suffered from slow movement in the fourth-quarter scatter market. According to NBC senior vice president for finance Donald Carswell, 93% of that network's Saturday morning is now sold for the fourth quarter. Compared to last year, this year's fourth-quarter sales were described as flat. An ABC spokesman said the network was approaching a sellout for its Saturday-morning schedule. CBS would not comment on the status of its fourth-quarter sales for the time period, but, according to one agency executive, inventory still existed for CBS and ABC. He said the networks were still experiencing slight problems with that daypart and that "decent deals" could still be struck.

In addition to increased inventory, advertising executives from agencies and syndication companies say the networks were hurt by changes in the timing of the selling season. Donald Stump, vice president for media sales at Telepictures, said a number of syndicators entered NATPE with animated projects that had gained enough clearances to be "firm go's." When advertising agency budgets were announced in mid-March, the syndicators who already had projects in hand had a jump on the networks which had not yet announced their schedules. "Everybody feels that the networks were kind of asleep at the switch," said Stump. "The networks announced their schedules and nothing happened for three or four weeks," he said. Syndicators earned many of the early buys, including those of toy advertisers. For example, Stump said, few availabilities exist among national minutes of Telepictures' *Thundercats*.

Dancer Fitzgerald Sample's Mel Conner confirmed that the early entry of syndicated shows in this year's market caused toy advertisers to buy there. Whereas other children's advertisers, such as cereals, have more flexibility as to when they place buys, toy advertisers tend to buy early for fear of being locked out of the market. Thus, he said, they went for the lower-priced syndicated vehicles that were on the market earlier.

At LBS Communications, distributor of the new first-run animated series *Mask*, Mike Weiden, vice president for advertising sales, said sales are up: "We sold considerably more than last year." And Weiden doesn't think the dearth of new programing will cause a shakeout. "The failure rate [in syndication] won't be worse than on the networks," he said. □

Saturday morning schedule on the three networks

	ABC	CBS	NBC
8-8:30	The Bugs Bunny/Looney Tunes Comedy Hour	The Berenstain Bears	Snorks
8:30-9		Wuzzles	Gummi Bears
9-9:30	Ewoks/Droids Adventure Hour	Jim Henson's Muppets, Babies and Monsters	Smurfs
9:30-10			
10-10:30	The Super Powers Team: Galactic Guardians	Hulk Hogan's Rock 'n' Wrestling	
10:30-11	The 13 Ghosts of Scooby Doo		Punky Brewster
11-11:30	Scooby's Mystery Funhouse	CBS Storybook	Alvin and the Chipmunks
11:30-12	The Littles	Dungeons & Dragons	Kidd Video
12-12:30	ABC Weekend Specials	Land of the Lost	Mr. T
12:30-1	American Bandstand	The Charlie Brown and Snoopy Show	Spiderman and His Amazing Friends
1-1:30		The Get Along Gang	
1:30-2		Pole Position	

Above times are approximate. ABC runs the five-minute *ABC Fun Fit* at 10:25 a.m. and 11:25 a.m. CBS runs *In the News* at 8:28 a.m., 8:58 a.m., 11:56 a.m., 12:26 p.m., 12:56 p.m. and 1:26 p.m. Open spaces in the schedule are not programed at the network level.

NPR launches 'Weekend Edition' over complaints from some members

New show seen as unnecessary by few who say all that's needed is expansion of current 'Morning Edition'

A new Saturday morning program "about the American weekend" was scheduled to debut on National Public Radio last Saturday (Nov. 2), to the chagrin of some NPR members who felt the noncommercial network should simply extend its successful weekday

SL to Madras, Ga. Action Oct. 10.

■ WXFM-FM (99.3 mhz) Mount Zion, Ill.—Granted app. to change ERP to 1.13 kw and change HAAT to 497 ft. Action Oct. 11.

■ WSTQ (97.7 mhz) Streator, Ill.—Granted app. to change HAAT to 328 ft. Action Oct. 11.

■ *KOJC (89.7 mhz) Cedar Rapids, Iowa—Dismissed app. to change TL; change ERP to .5 kw, and make changes in ant. sys. Action Oct. 15.

■ *WHCF (88.5 mhz) Bangor, Me.—Granted app. to change ERP to 100 kw and change HAAT to 1,603.92 ft. Action Oct. 11.

■ KLDN (92.7 mhz) Eldon, Mo.—Returned app. to change ERP to .825 kw; change HAAT to 568.2 ft., and change TL. Action Oct. 10.

■ WPNH-FM (100.1 mhz) Plymouth, N.H.—Dismissed app. to change ERP to 2.33 kw and change HAAT to 364 ft. Action Oct. 15.

■ WAWZ (99.1 mhz) Zarephath, N.J.—Granted app. to change ERP to 23.4 kw and change HAAT to 723 ft. Action Oct. 10.

■ WKSL (94.3 mhz) Greencastle, Pa.—Granted app. to change ERP to 2.49 kw. Action Oct. 15.

■ WWDL-FM (104.9 mhz) Scranton, Pa.—Granted app. to change ERP to .27 kw. Action Oct. 15.

■ *KJIC (89.3 mhz) Pasadena, Tex.—Returned app. to change freq. to 88.1 mhz. Action Oct. 15.

■ KSAQ (96.1 mhz) San Antonio, Tex.—Dismissed app. to change TL and change HAAT to 1,635 ft. Action Oct. 15.

TV's

■ KTZO (ch. 20) San Francisco—Granted app. to change ERP to vis. 3,470 kw, aur. 347 kw and change HAAT to 1,550 ft. Action Oct. 16.

■ WJPR (ch. 21) Lynchburg, Va.—Granted app. to change ERP to vis. 4,986 kw, aur. 499 kw and change HAAT to 1,638 ft. Action Oct. 10.

In Contest

Review board made following decisions

■ Glendale, Ariz. (Arizona Number One Radio Inc., et al) FM proceeding. Scheduled oral argument for Nov. 8 on exceptions to initial decision of ALJ Joseph Chachkin granted app. of Lee Optical & Associated Companies & Retirement Pension Fund Trust for new FM at Peoria, Ariz., and denying competing apps. of Arizona Number One, Interstate Broadcasting System of Arizona Inc., Newmountain Broadcasting Corp., Compadres Communications Corp. and Diane M. Greenlee. Each party has 20 minutes for argument. Arizona, Interstate, Newmountain, Compadres and Greenlee may reserve part of their time for rebuttal. By letter, Oct. 11.

■ Sand Springs, Okla. (Music Sound Radio Inc., and Will-Can Communications Inc.) FM proceeding. Scheduled oral argument for Nov. 15 on exceptions to initial decision of ALJ John H. Conklin granted app. of Will-Can Communications Inc. for new FM at Sand Springs and denying competing app. of Music Sound Radio. Each party has 20 minutes for argument. Music Sound may reserve part of its time for rebuttal. By letter, Oct. 16.

General counsel made following decision

■ Rosenberg, Tex. (Pueblo Broadcasting Corp. and Texas 45 Broadcasting Inc.) TV proceeding. Granted request by Texas 45 and dismissed its app. with prejudice; granted app. of Pueblo Broadcasting for new TV station in Rosenberg, and terminated proceeding. By order, Oct. 16.

ALJ Joseph Chachkin made following decision

■ Conroe, Tex. (Jack Clarke III, et al) TV proceeding. Granted contingent motion for summary decision filed by San Jacinto Television Corp. and resoved air hazard issue in its favor. By order, Oct. 16.

ALJ John H. Conklin made following decision

■ Brehan and Giddings, Tex. (Bryan Industrial Electronics Inc. and Data Digital Communications) PLMS proceeding. Granted joint motion for leave to amend and settlement agreement and granted app. of Bryan Industrial for new two-way facilities at Brenhan; granted app. of Data for new two-way facilities at Giddings, and terminated proceeding. By order, Oct. 17.

ALJ Thomas B. Fitzpatrick made following decision

■ Long Beach, Wash. (Margaret Ann Cole & Robert Everett Cole and Leverrier Broadcasting Co.) FM proceeding. Granted joint request for settlement agreement and dismissed app. of Leverrier Broadcasting with prejudice; granted app. of Margaret Ann Cole and Robert Everett Cole for new FM station at Long Beach, and terminated proceeding. By MO&O, Oct. 17.

ALJ John M. Frysiak made following decisions

■ Orlando, Fla. (Elim Broadcasting Inc., et al) TV proceeding. By separate orders: granted petition by Highland Communications Ltd. and enlarged issues against Marilynn J. Craig to determine whether Craig can effectuate proposed operation with proposed staff and granted motion filed by Reece Associates Ltd. to permit Reece to enlarge issues to seek specified programing oriented to needs of Black community. By MO&O's, Oct. 17 and Oct. 21, respectively.

ALJ Joseph P. Gonzalez made following decision

■ Tampa, Fla. (Mary Ann S. Bohi, et al) TV proceeding. Granted motion for summary deicison filed by Bay Area Broadcasting Ltd. and resolved financial qualifications issue in its favor. By MO&O, Oct. 16.

ALJ Edward J. Kuhlmann made following decision

■ Atlantic City (Radio Page Communications, et al) PLMS proceeding. Granted petition for summary decision and dismissed apps. of Ansering Service of Trenton Inc. for PLMS facilities at Stafford Township and Penns Grove; granted apps. of Radio Page for PLMS facilities at Atlantic City, Forked River and Penns Grove, all New Jersey, and terminated proceeding. By MO&O, Oct. 21.

ALJ Edward Luton made following decisions

■ Charlotte Amalie, V.I. (David A. Rawley Jr., et al) FM proceeding. By separate orders: granted motion filed by Third Angel Corp. and dismissed its app. with prejudice and granted motion for summary decision filed by Trans Caribbean Broadcasting Co. and resolved financial qualifications issue in its favor. By order and by MO&O respectively, Oct. 17.

Call Letters

Applications

Call	Sought by
	New FM's
*KWSF	Grace Through Faith Communications Inc.

Summary of broadcasting
as of September 30, 1985

Service	On Air	CP's	Total *
Commercial AM	4,799	170	4,969
Commercial FM	3,839	418	4,257
Educational FM	1,211	173	1,384
Total Radio	9,849	761	10,610
FM translators	789	444	1,233
Commercial VHF TV	541	23	564
Commercial UHF TV	379	222	601
Educational VHF TV	113	3	116
Educational UHF TV	186	25	211
Total TV	1,219	273	1,492
VHF LPTV	224	74	298
UHF LPTV	130	136	266
Total LPTV	354	210	564
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

	Fort Bragg, Calif.
WBRR	Donald J. Fredeen, Bradford, Pa.
	Existing AM
WHRQ	WLGM CRS Communications Inc., Lynchburg, Va.
	Existing FM
WJTW	WAJP New Horizons Communications Inc., Joliet, Ill.

Grants

Call	Assigned to
	New AM's
KBLA	Ball Broadcasting Co., Ball, La.
KWSA	Western State Broadcasting Co., West Klamath, Ore.
WHBE	Hercules Broadcasting Co., St. Andrews, S.C.
KJMD	Joan Maddox, Laneville, Tex.
WWRS	Mayville-Horicon Radio Co., Mayville, Wis.
	New FM's
KECA	Empire Communications Inc., Fairbanks, Alaska
KBBH	B & B Communications, Holbrook, Ariz.
KSSB	Salton Seas Communications Co., Calipatria, Calif.
KKLA	New Inspiration Broadcasting Co., Los Angeles
WCJX	Constance J. Wodlinger, Miramar, Fla.
*KIEF	Idaho Educational Broadcasting Foundation, Boise, Idaho
WFXI	James Eugene Hodges, Washington, N.C.
*WYEF	Yorkshire Educational Broadcasting Foundation, Yorkshire, N.Y.
*KPAB	Pat Ann Silva Educational Broadcasting Foundation, Astoria, Ore.
WSBP	Saluda Broadcasters, Saluda, S.C.
KATG	A. Tony Beltran, Hamilton, Tex.
WPBB	Pisces Broadcasting, Romney, W.Va.
*KHEF	Heritage Educational Foundation Wyoming, Buffalo, Wyo.
	New TV's
KMCV	Matlock Communications Inc., Idaho Falls, Idaho
WIIB	Channel 63 Inc., Bloomington, Ind.
*KOZJ	Ozarks Public Telecommunications Inc., Joplin, Mo.
	Existing AM's
WAQI	WGBS Jefferson-Pilot Communications Inc., Miami
KKLC	KPAL Red River Broadcasting Corp., Pineville, La.
WYCV	WKJK Freedom Broadcas ing Corp., Granite Falls, N.C.
	Existing FM's
KHEZ	KLZC KDEZ Inc., Crookston, Minn.
WESK	WESQ Argonaut Broadcasting Inc., Camden, Me.
	Existing TV
WGBS-TV	WWSG-TV Channel 57 Corp., Philadelphia